ABSTRACT

A system and method for electronic commerce. In one embodiment, the method comprises receiving product data for a plurality of products and receiving sales data for each of the products. A sales trend condition is calculated for each of the products based on a current time, the sales data for each of the products, and the product data for each of the products. A customer request to view the products is received, and a web page including a predetermined portion of the product data and a sales trend indicator representing the sales trend condition for each of the products is presented. The method may be implemented on a server computer which communicates with customer computing devices via a wide area network such as the Internet.